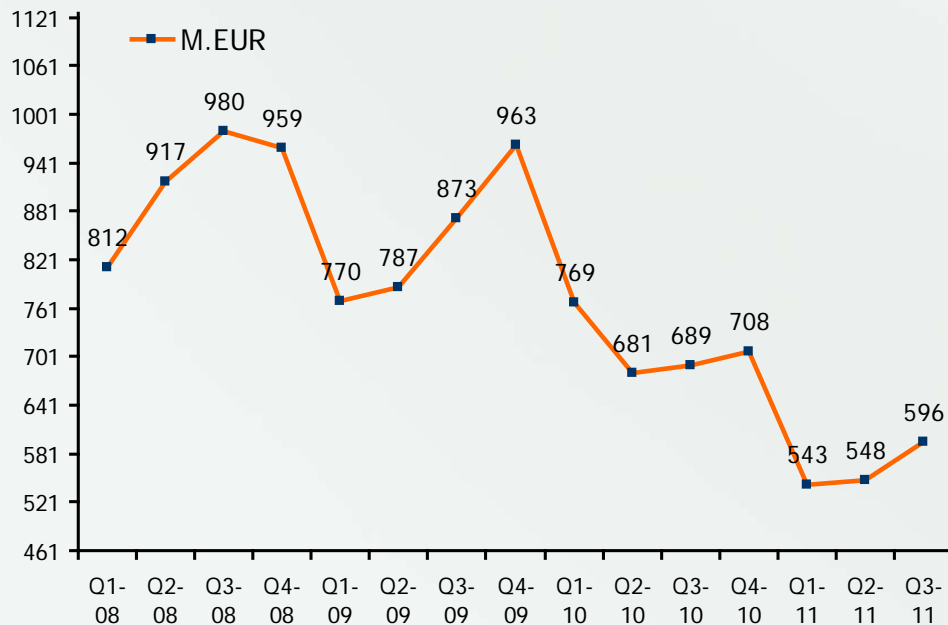


Athens, November 25, 2011

The Greek Technical Consumer Goods (TCG) market continued to decline in Q3 2011, decreasing by 13.6% in value against Q3 2010. In the year on year comparison this is the smallest drop; Q3 also outperformed the previous two quarters of this year which is a promising sign for the market.

Turnover Development for Technical Consumer Goods



	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q3 11 / Q3 10	Q1-3 2011	Q1-3 11 / Q1-3 10
	M.EUR	M.EUR	M.EUR	M.EUR	+/--%	M.EUR	+/--%
Consumer Electronics (CE)	173	124	105	103	-18.3%	333	-24.5%
Photo (PH)	22	16	15	19	-16.7%	50	-21.6%
Major Domestic Appliances (MDA)	144	111	123	140	-12.8%	374	-18.5%
Small Domestic Appliances (SDA)	76	62	82	94	-8.3%	237	-14.7%
Information Technology (IT)	115	95	77	87	-11.6%	259	-21.0%
Telecommunication (TC)	170	128	141	147	-14.9%	416	-24.3%
Office Equipment & Consumables (OE)	8	6	5	5	-8.7%	17	-13.0%
GfK TEMAX[®] Greece	708	543	548	596	-13.6%	1,687	-21.2%

Market Volume, Turnover Share, Growth Rate Compared to Previous Year

